

classpass

Studio Case Study

Rush Cycle

Location

Multiple locations

Joined ClassPass

December 2014

Since Joining ClassPass in 2014

—
30k

*total number of ClassPass
reservations*

\$265k

*total incremental revenue
from ClassPass*

5k

*total number of unique
ClassPass users*

Background

Childhood best friends Tim Suski and Corey Spangler were working demanding corporate jobs when Spangler first introduced Suski to an indoor cycling class in Los Angeles. “It was kind of shabby and in a warehouse, but there was this one DJ instructor who was fantastic,” Spangler recalls. “When you walked out of class it was as if you’d had five cups of coffee and were ready for the day again.”

The budding entrepreneurs were hooked and saw an opportunity to build a similar experience for the San Diego community. In 2012, they launched their first Rush Cycle location, a 25-bike studio in La Jolla, California. After finding rapid success, they soon opened a larger studio in Carmel Valley with double the square footage, 45-bikes and custom branding.

Working with ClassPass

When ClassPass launched in San Diego, Rush Cycle was the only multi-unit indoor cycling studio, so they drew attention from a number of third party platforms. Suski and Spangler saw the value that working with an aggregator could bring to their business and knew they wanted to work exclusively with one platform. Suski says, “We decided to go with ClassPass and turned down the other opportunities because ClassPass clearly cared about the studios, and because the team was able to come through on the promise of adding revenue and weren’t just saying that in their marketing materials.”

ClassPass is a necessary growth channel for any fitness studio. There’s always a piece of the pie missing if you don’t work with them.

– Tim Suski, Rush Cycle Co-Founder



“The challenge for any studio,” Suski adds, “is how will customers find you? Even if you’ve invested in a strong product, if you don’t have people coming in and finding your studio, you won’t have a successful business.” That’s where ClassPass comes in, enabling Rush Cycle to access a new audience of users — many of whom are brand new to boutique fitness. Since launching on the platform in 2014, the studio has welcomed 5,000 new customers and brought in over \$250,000 in revenue. Spangler adds, “ClassPass does a great job of making sure there are enough studios and users on the platform, so that you know when you join ClassPass there will be a critical mass of people that want to find fitness.”

Looking Ahead

In 2015, Suski and Spangler began growing their business through the franchise model. “We knew we didn’t want to be a small brand and felt like every city across the United States deserved a Rush Cycle,” Sus-

ki says. They’ve since placed 30 studios in development over the past two years and now, in 2018, they’re on pace to put 40 brand new studios into development, with another 80 slated for next year.

They often rely on the ClassPass team’s guidance, whether that’s analyzing neighborhood data, implementing dynamic pricing, or figuring out how best to optimize their class schedules. “With proactive account reps sending us reports and giving us insights into the industry, ClassPass is more than just a technology company,” Suski says, “and that will help us continue to be successful as we expand into more cities nationwide.”

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